

CLAIMS: The following is a list of all the claims in the application with their status and the text of all active claims. The active claims as previously amended are presented in clean form herewith.

1-23. (CANCELED)

24. (PREVIOUSLY AMENDED) A method to define and document a structure of a cognitive architecture system of twelve cognitive functions; with the twelve cognitive functions segmented into two column sets of the cognitive functions sharing similar attributes and characteristics; and to utilize the cognitive architecture system of twelve cognitive functions to develop competence, effectiveness, and productivity of one or more individuals; with the method steps of:

- (a) defining the attributes, characteristics, and purpose of each of the twelve cognitive functions that are distinct modules of cognition and common to all individuals, wherein the twelve cognitive functions are interactive and interdependent, and wherein the twelve cognitive functions consist of a reality function, an imagination function, an analysis function, an intuition function, a listening function, an expressing function, a cooperation function, an independence function, a caution function, a courage function, an adaptability function, and a decisiveness function;
- (b) defining the structure of the cognitive architecture system as the twelve cognitive functions combining to consist of the twelve interacting and interdependent functions of cognition, with each of the twelve cognitive functions being a necessary and distinct modular component of effective cognition, with the twelve cognitive functions working together in a complementary way, and with each of the twelve cognitive functions providing cognitive abilities that the others lack;

- (c) segmenting the twelve cognitive functions of the cognitive architecture system into the two column sets: (1) wherein a left column set of six of the twelve cognitive functions having a left-brain-style of cognition consists of the reality function, the analysis function, the listening function, the cooperation function, the caution function, and the adaptability function wherein the left-brain-style of cognition is an objective, conscious, divergent, and serial processing style of cognition; and (2) wherein a right column set of six of the twelve cognitive functions having a right-brain-style of cognition consists of the imagination function, the intuition function, the expressing function, the independence function, the courage function, and the decisiveness function wherein the right-brain-style of cognition is a subjective, subconscious, convergent, and parallel processing style of cognition;
- (d) defining the twelve cognitive functions matched in pairs that are complementary and polar-opposite in style, wherein each of the left-brain-style cognitive functions is paired with one of the right-brain-style cognitive functions, wherein the reality function is paired with the imagination function, the analysis function is paired with the intuition function, the listening function is paired with the expressing function, the cooperation function is paired with the independence function, the caution function is paired with the courage function, and the adaptability function is paired with the decisiveness function;
- (e) defining that the effectiveness of each of the cognitive functions in the pair is increased by using it in a complementary way with the polar-opposite cognitive function in the pair, and how each of the cognitive functions in the pair provides cognitive abilities that the other lacks;
- (f) documenting the structure of the cognitive architecture system with the twelve cognitive functions matched in the pairs of the twelve cognitive functions, utilizing a document format comprising one or more of: a computer format; an electronic medium format; a video format; a paper format; a verbal format; and an audio

format;

- (g) utilizing the documenting of the cognitive architecture system to educate the one or more individuals about the structure of the cognitive architecture system with the twelve cognitive functions matched in the pairs of the twelve cognitive functions to develop competence, effectiveness, and productivity of the one or more individuals in utilizing each of the twelve cognitive functions;
- (h) enabling the one or more individuals to determine a magnitude of preference for each of the twelve cognitive functions of an entity utilizing a preference survey instrument: (1) wherein the entity is selected from a group consisting of: (i) the one or more individuals; (ii) another individual; (iii) a group of individuals; (iv) a lifestyle activity role; (v) an employment activity; (vi) an organization; (vii) a geographic region; and (viii) a country; (2) wherein the determining of the magnitude of preference is based on knowledge of innate cognitive preferences, observed cognitive actions, and other cognitive behaviors of the entity indicating the magnitude of preference for traits related to each of the twelve cognitive functions of the entity; and (3) the preference survey instrument is provided to the one or more individuals in the document format comprising one or more of: the computer format; the electronic medium format; the video format; the paper format; the verbal format; and the audio format;
- (i) enabling the one or more individuals to document a preference survey report indicating the magnitude of preference of the entity for each of the twelve cognitive functions in the document format comprising one or more of: the computer format; the electronic medium format; the video format; the paper format; the verbal format; and the audio format;
- (j) enabling the one or more individuals to develop competence, effectiveness, and productivity by utilizing the cognitive architecture system of the twelve cognitive

functions, and the determining of the magnitude of preference for each of the twelve cognitive functions of the entity, for the one or more purposes of: (1) defining the entity's magnitude of preference for each of the twelve cognitive functions matched in pairs, and how the magnitude of preferences determine the entity's nature and cognitive behavior; (2) defining the strengths and weaknesses in each of the twelve cognitive functions of the entity to build on the strengths and overcome the weaknesses of the entity; (3) defining the purpose of understanding and developing better and more effective relations in working with the entity based on the entity's magnitude of preference of each of the twelve cognitive functions; (4) matching the entity with the lifestyle activity roles and the employment activities that build on the strengths and overcome the weaknesses in each of the twelve cognitive functions of the entity; (5) assisting the entity in appropriately utilizing each of the cognitive functions in a competent and skilled way in everyday real-life situations to improve effectiveness and productivity; (6) assisting the entity in selecting which of the twelve cognitive functions is most appropriate to use at a specific moment in a specific situation; and (7) assisting the entity in selecting the appropriate sequence of using each of the cognitive functions for more effective cognition to achieve a desired result.

25. (PREVIOUSLY AMENDED) The method of claim 24, with the further step of advising the one or more individuals about appropriately utilizing the twelve cognitive functions matched in the pairs, wherein the left-brain-style cognitive function in each of the pairs of the complementary and polar-opposite cognitive functions is most appropriately utilized before the right-brain-style cognitive function in the pair to prepare the right-brain-style cognitive function to be utilized more effectively, enabling the entity to utilize each of the twelve cognitive functions in the appropriate sequence to further improve competence, effectiveness, and productivity in everyday real-life situations.

26. (PREVIOUSLY AMENDED) The method of claim 24, with the further step of defining that the cognitive function with the higher magnitude of preference in each of the pairs is

referred to as a potential strength, and the cognitive function with the lower magnitude of preference in each of the pairs is referred to as a potential weakness.

27. (PREVIOUSLY AMENDED) A method to define and document a structure of a cognitive architecture system of twelve cognitive functions, wherein: the twelve cognitive functions are segmented into two column sets of a set of six left-brain-style cognitive functions and a set of six right-brain-style cognitive functions, with the six cognitive functions in each set having similar attributes and characteristics; the one or more individuals are initially provided with a preference survey instrument followed by a preference survey report; and wherein the one or more individuals are enabled to utilize the cognitive architecture system of the twelve cognitive functions to develop competence, effectiveness, and productivity; with the method steps of:

- (a) providing the one or more individuals with the preference survey instrument covering the twelve cognitive functions and with instructions on completing the preference survey instrument to indicate a magnitude of preference for each of the twelve cognitive functions; and having the one or more individuals complete the preference survey instrument; wherein the twelve cognitive functions consist of a reality function, an imagination function, an analysis function, an intuition function, a listening function, an expressing function, a cooperation function, an independence function, a caution function, a courage function, an adaptability function, and a decisiveness function;
- (b) calculating the results of the preference survey instrument to quantify the magnitude of preference for each of the twelve cognitive functions of the one or more individuals;
- (c) providing the one or more individuals with the preference survey report documenting the magnitude of preference quantified for each of the twelve cognitive functions

calculated from the preference survey instrument;

- (d) providing the one or more individuals with documentation of the attributes, characteristics, and purpose of each of the twelve cognitive functions that are distinct modules of cognition and common to all individuals, wherein the twelve cognitive functions are interactive and interdependent;
- (e) providing the one or more individuals with documentation of the structure of the cognitive architecture system as the twelve cognitive functions combining to consist of twelve interacting and interdependent functions of cognition, with each of the twelve cognitive functions being a necessary and distinct modular component of effective cognition, with the twelve cognitive functions working together in a complementary way, and with each of the twelve cognitive functions providing cognitive abilities that the others lack;
- (f) providing the one or more individuals with documentation of segmenting the twelve cognitive functions of the cognitive architecture system into the two column sets: (1) wherein a left column set of the six of the twelve cognitive functions having the left-brain-style of cognition consists of the reality function, the analysis function, the listening function, the cooperation function, the caution function, and the adaptability function wherein the left-brain-style of cognition is an objective, conscious, divergent, and serial processing style of cognition; and (2) wherein a right column set of the six of the twelve cognitive functions having the right-brain-style of cognition consists of the imagination function, the intuition function, the expressing function, the independence function, the courage function, and the decisiveness function wherein the right-brain-style of cognition is a subjective, subconscious, convergent, and parallel processing style of cognition;
- (g) providing the one or more individuals with documentation of the twelve cognitive functions matched in pairs that are complementary and polar-opposite in style,

wherein each of the left-brain-style cognitive functions is paired with one of the right-brain-style cognitive functions, wherein the reality function is paired with the imagination function, the analysis function is paired with the intuition function, the listening function is paired with the expressing function, the cooperation function is paired with the independence function, the caution function is paired with the courage function, and the adaptability function is paired with the decisiveness function;

- (h) providing the one or more individuals with documentation that the effectiveness of each of the cognitive functions in the pair is increased by using it in the complementary way with the polar-opposite cognitive function in the pair, and how each of the cognitive functions in the pair provides cognitive abilities that the other lacks;
- (i) providing the one or more individuals with the documentation of the preference survey instrument, the preference survey report, and the structure of the cognitive architecture system of the twelve cognitive functions with the twelve cognitive functions matched in the pairs of the cognitive functions, utilizing a document format comprising one or more of: a computer format; an electronic medium format; a video format; a paper format; a verbal format; and an audio format;
- (j) utilizing the documentation of the cognitive architecture system to educate the one or more individuals about the structure of the cognitive architecture system of the twelve cognitive functions matched in the pairs of the twelve cognitive functions to develop competence, effectiveness, and productivity of the one or more individuals in utilizing each of the twelve cognitive functions;
- (k) enabling the one or more individuals to determine the magnitude of preference for each of the twelve cognitive functions of an entity utilizing the preference survey instrument: (1) wherein the entity is selected from a group consisting of: (i) the one

or more individuals; (ii) another individual; (iii) a group of individuals; (iv) a lifestyle activity role; (v) an employment activity; (vi) an organization; (vii) a geographic region; and (viii) a country; (2) wherein the determining of the magnitude of preference is based on knowledge of innate cognitive preferences, observed cognitive actions, and other cognitive behaviors of the entity indicating the magnitude of preference for traits related to each of the group of twelve cognitive functions of the entity; and (3) the preference survey instrument is provided to the one or more individuals in the format comprising one or more of: the computer format; the electronic medium format; the video format; the paper format; the verbal format; and the audio format;

(l) enabling the one or more individuals to calculate the results of the preference survey instrument to quantify the magnitude of preference for each of the twelve cognitive functions of the entity, and to document the preference survey report indicating the magnitude of preference of the entity for each of the twelve cognitive functions in the document format comprising one or more of: the computer format; the electronic medium format; the video format; the paper format; the verbal format; and the audio format;

(m) enabling the one or more individuals to develop competence, effectiveness, and productivity by utilizing the cognitive architecture system of the twelve cognitive functions, and the determining of the magnitude of preference for each of the twelve cognitive functions of the entity, for the one or more purposes of: (1) defining the entity's magnitude of preference for each of the twelve cognitive functions matched in the pairs, and how the magnitude of preferences determine the entity's nature and cognitive behavior; (2) defining the strengths and weaknesses in each of the twelve cognitive functions of the entity to build on the strengths and overcome the weaknesses of the entity; (3) defining the purpose of understanding and developing better and more effective relations in working with the entity based on the entity's magnitude of preference of each of the twelve cognitive functions; (4) matching the

entity with the lifestyle activity roles and the employment activities that build on the strengths and overcome the weaknesses in each of the twelve cognitive functions of the entity; (5) assisting the entity in appropriately utilizing each of the twelve cognitive functions in a competent and skilled way in everyday real-life situations to improve effectiveness and productivity; (6) assisting the entity in selecting the cognitive functions most appropriate to use at a specific moment in a specific situation; and (7) assisting the entity in selecting the appropriate sequence of using each of the twelve cognitive functions for more effective cognition to achieve a desired result.

28. (PREVIOUSLY AMENDED) The method of claim 27, with the further step of advising the one or more individuals about appropriately utilizing the twelve cognitive functions matched in the pairs, wherein the left-brain-style cognitive function in each of the pairs of the complementary and polar-opposite cognitive functions is most appropriately utilized before the right-brain-style cognitive function in the pair to prepare the right-brain-style cognitive function to be utilized more effectively, enabling the entity to utilize each of the twelve cognitive functions in the appropriate sequence to further improve competence, effectiveness, and productivity in everyday real-life situations.

29. (PREVIOUSLY AMENDED) The method of claim 27, with the further step of defining that the cognitive function with the higher magnitude of preference in each of the pairs is referred to as a potential strength, and the cognitive function with the lower magnitude of preference in each of the pairs is referred to as a potential weakness.